

YOUR “WHY: and “60 SECOND STORY”

Your WHY and your 60 SECOND STORY will be two of the most used tools in your Arbonne business. Take a few minutes and complete them.

Your “Why”:

- What do I want less of ?
(e.g. less stress, less worry, less debt, less commuting, less answering to someone else)

- What do I want more of
(e.g. more security, more time with people I care about, more freedom, more money, more meaning, more community, more choices)?

- What would I do with more income?

- What would I do with more time?

- If time and money were not an issue, what would I love to be doing?

60 Second Story:

One of the biggest questions people have is “How do I tell people what I do?”

The best thing to do is to have a short answer to the question “So, what do you do?” prepared beforehand so that you share both your excitement about Arbonne, and some information. in a productive way. This will make sure that you don’t overwhelm the person you are talking to or miss the opportunity to tell them about your business.

This “60 Second Story” format will help you do that.

Remember all scripts etc, are just suggestions. Don’t hesitate to change the words to make them sound a bit more like you...while still keeping the proven format... and staying COMPLIANT! For compliant language rules, remember to check B.E.S.T. (Business Ethics Sustainability Team) guidelines in The Source!!

You can use this 60 Second Story when you first meet someone, or at the beginning of a group event, or when you are speaking with a business prospect one on one.

1. Your background – 2 sentences max.

e.g. I used to be a _____ and I absolutely loved it
I work in _____ and absolutely love what I do

2. BUT...

e.g. The hours are crazy...
I have to work weekends...
I am away from home a lot...
I don't have a lot of job security...
I longed for time freedom...
After I had my first baby, I realized....

3. THEN I FOUND ARBONNE!

It's Social Marketing - also known as Network Marketing- which is something that I never, ever thought I'd do. But as I looked into it, I found that I was just not educated about what Social Marketing is in today's economy. Once I did my research, I just knew that Arbonne was my answer.

(NOTE: If you were skeptical, this is where you add a sentence about why you were skeptical, and how you overcame it. Or where, if you just fell in love with the products, or our business model, our community or our mission, you add a sentence on that!)

4. Results

**It's not just the opportunity to earn extra money, which is good,
it's _____**

e.g. the amazing, positive community I get to work with
The opportunity to enjoy life more
Given me hope
That I can work from anywhere
Allowed me to dream again
Allowed me to rewrite the story of my life
Afforded our family a new focus
That I love the idea of working with a Certified B Corp.
That the company aligns with my values

5. Hope for the Future

(This is the most important part. Tell what you see for yourself now that Arbonne is in your life. Be passionate and excited!)

I am excited about....

i.e. My future again
The opportunity to be my best self
The thought of someday quitting my job
The idea of travelling

Being able to give back more
Helping more people have safe choices
Working with a company that values people and the planet

Examples

I work in Engineering, and I absolutely love what I do! But after I had my second baby, I realized that working on a set schedule and being the primary caregiver to small children is not always easy! And then, I found Arbonne! It's a Social Marketing company, and it is absolutely not something that I ever thought I would do! But as I looked into it, I found that I was just not educated about what Social Marketing - also known as Network Marketing- is today! Once I did my research, I just knew that Arbonne was the answer for my family! It's not just the ability to earn extra money, which is good, it's the amazing, positive community that I get to work with, and how I have become a better version of myself since I began! I am so excited about what the future has in store for my family and me.

I used to be a junior high teacher and I absolutely loved it but after I had my first baby, I soon realized it was going to be difficult to juggle childcare with the demands of my husband's job as a police officer. Then I found Arbonne, It's Social Marketing, which is something that I never, ever thought I'd do. But as I looked into it, I found out that I was just not educated about what Social Marketing is in today's economy. Once I did my research, I just knew that Arbonne was the answer for my family. It's not just the ability to earn extra money, which is incredible, it's the fact that I own my own time and I truly get to enjoy my life more. And you know what -- I am super excited about the opportunities for my family in the future.

Now write yours:

I _____ and I absolutely
love(d) it but _____

Then I found Arbonne! It's Social Marketing - also known as Network Marketing- which is something that I never, ever thought I'd do. But as I looked into it, I found that I was just not educated about what Social Marketing is in today's economy. Once I did my research, I just knew that Arbonne was the answer for me.

It's not just the opportunity for earning extra income, which is good, it's

I am so excited about

Now practice, practice, practice so that it comes out naturally!

